

JOINT VENTURE *Magic*

INTERVIEW SERIES

How To Use 45,000 On-line Paypal Shop Owners And One Simple E-mail Letter To Set Up The Easiest And Most Profitable Joint Ventures Ever

- ▶ A special way to use the Yellow Pages, the Internet and a simple mathematical formula (so easy an 8th grader can understand) to make a six-figure monthly income!
- ▶ How to quickly and easily “arrange” it so you are automatically paid for each sale made in your joint venture...as soon as they happen!
- ▶ An exclusive look at how Wal-Mart generates millions of dollars per year using joint ventures...and how you can “model” what they do and pay yourself a bundle too!
- ▶ A sure-fire way of knowing – with almost 100% when getting a investor to finance one of your joint accuracy – if you should trust someone enough to joint venture with them...after just one conversation!
- ▶ How to instantly “train” yourself to spot profitable joint venture deals everywhere you go!
- ▶ Eye-opening advice on making your deals and offers so irresistible...people will bend over backwards to work with you!
- ▶ A “last stop” option that will get people who are skeptical of joint ventures to not only eagerly want to do business with you...but also give you up to 50% more of the profits per sale!
- ▶ What exact words to say when you talk to investors so they immediately respect you and take you seriously...even if you are a “rookie...just starting out!
- ▶ How to take the sting out of negotiating your fees for setting up joint ventures without feeling awkward or having to be an expert negotiator!
- ▶ The easiest way to keep track of sales so you know exactly how much money is being generated by your deals at any given time!
- ▶ How acting “dumb” can put money in your pocket when getting a investor to finance one of your joint ventures!
- ▶ A “no-brainer” secret to getting joint venture partners eagerly seeking you out – saving you hundreds of hours in time and energy!

How To Use 45,000 On-line Paypal Shop Owners And One Simple E-mail Letter To Set Up The Easiest And Most Profitable Joint Ventures Ever

PayPal is the online world that can make you rich using my Joint Venture PayPal idea. There is no disputing the fact that joint ventures are the most powerful way to generate sales with the least amount of effort. Your success doing a joint venture is dependent on you finding a good, reliable, accurate customer list to offer your product or service to. I have developed a way to joint venture with PayPal customers that is so easy it will make you cry with joy. Listen to this recording as I teach my system to my personal assistant. This joint venture strategy is a novel technique for creating, finding, establishing, and implementing joint ventures with ease. I provide you all my insights, all my techniques, all my strategies; I give it all away so that you too can go out and make some money doing joint ventures with PayPal. You get the PayPal letter free when you become a member Enjoy!

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Michael: If I could show you how to sell a ton of these things to your customers without you risking anything, and without you lifting one finger meaning you won't have to put in any effort, you won't have to put up any money. I'll do all the work for you. Would you be interested in doing a deal? And if they are genuine and they're open and intelligent, they say, “Why not.”

Have you ever been in sales yourself?

Gayle: Yes. My husband and I owned a trucking company and a transportation brokerage for seven years. The only aspect of it that I really did enjoy was the sales and marketing. And I did most of both. Before we closed, my best sales numbers were about \$1 million a year in gross sales.

Michael: That's great.

Gayle: Yes. I hated trucking itself. I would never ever, ever go back.

Michael: So, you liked the people aspect of it.

Gayle: Yes. That's what I miss the most.

Michael: So, what are you doing now to keep busy?

Gayle: I do virtual assistance, graphic design, freelance writing. I've been writing a lot of travel articles recently.

Michael: Do you like working out of the house?

Gayle: I do.

Michael: Do you have a high-speed connection?

Gayle: Yes. It's cable.

Michael: What I do, I do a number of things. I buy and resell high-end marketing seminars. So, I'm a total marketing student, entrepreneur. I love this stuff. I originally was looking for a seminar by Jay Abraham. He's a premiere marketing guru. And his seminars cost about \$20,000 to attend. And I found one for \$50. And I ended up starting a whole business. This was about four years ago. The business has kind of evolved to where I'm developing my own products. There's one specific project that I'm looking for someone with some smarts to do. It takes some

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creativity and a good phone manner, which it sounds like you have in making contact. And it's fun, setting up a joint venture with one of my products.

Go to www.hardtofindseminars.com. Go to the Audio Clips. On the top you'll see Audio Clips.

Gayle: Got it.

Michael: Here's the plan. If you scroll through that window—it's a long window—you'll see numbers 1 through 78. I have a CD Rom that I use to promote my business. And I do audio interviews with people. I record it just like I'm recording now. I record digital recordings with people and I interview all kinds of people on business and selling and how to set up joint ventures. There are a couple of opportunities of mine that I offer. These are some of the best marketing people around. And it's 65 hours of audio information. It's all on this one CD Rom. That page right there, a little later you can bookmark that because if we work together you are going to want to reference it and just read through some of the descriptions and the variety of content of what it offers.

It offers anyone in business who wants to learn an incredible value of information that you won't find in any books. There are real down to earth interviews that I do with these people. I illicit out their real secrets, just reality of what it takes to make it Internet marketing, product development, sales, copywriting, great web sites, how to save money, how to make money; all kinds of things.

Gayle: These are really interesting interviews.

Michael: They are very interesting. And if you take some time on my testimonial page, I've got hundreds of testimonials from people who have listened to this CD and have made their comments. And the biggest and most common thing that I get is that it is a tremendous idea generator. And the ideas, if they are acted upon, can make money for these people. There's no doubt.

So, I will ship this CD to anyone in the world absolutely free. And on that CD, if you look in between the numbers, it's kind of like a billboard of items that I sell and the different things that I promote. I give away the audio content on the CD, but at the same they have to look at my little advertisements and stuff.

Gayle: Oh, okay.

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Michael: So, what happens is it gets them involved. It builds credibility for me and who I am. It educates them about marketing. And then if I hook them and they have a love for marketing, they are going to want to learn more. And that's what I do. I buy and resell high-end marketing seminars.

So, for instance, if I send out 100 CD's to people, one of two of these people is going to get hooked and they are going to delve more into my web site. When you have the CD, it links into my web site if you have online access. And it is going to result in a sale of one of my items.

Gayle: That's interesting that you tie the two together.

Michael: It's about giving information first and educating and building a trust with the person listening to it—all automatically. All the hard work has been done. And then if you click on For Sale; go to the top left to locate the link. I have multiple items for sale with “Buy It Now” buttons; kind of like a fraternity, a marketing fraternity at least in the marketing and the things that I study. A lot of people know who these gentlemen are and are already looking for it. And I get sales from all over the world. But I want to start introducing this material to people who may not know who these people are. But the bottom line is, get the CD out to someone who is interested and it's going to result in sales; immediate sales and a way to build a relationship with the customer and sales down the road. It's going to bring in a customer.

What I want to do and need to do is, I want to set up—and this is the most effective way in getting the CD out in the least amount of time and the least amount of effort—is to set up joint ventures with other businesses who are selling business products and services already.

Gayle: Okay.

Michael: And you like this because you'll learn from me here. Now, are you a member of PayPal?

Gayle: Yes.

Michael: You know what PayPal shops are, right?

Gayle: I can picture it but I've never been to a PayPal store.

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Michael: Let me give you an example. Joint venture marketing or joint ventures is probably the most effective way of getting your product into the hands of someone else because you're leveraging off of someone's time and effort. So, for instance, you have these ponds that you have access to and you're trying to solicit a new customer from scratch. The most expensive thing you can do is to generate a customer. The first customer is the most expensive. But if you went to someone who had a PayPal shop, who accepted PayPal—are you at www.PayPal.com right now?

Gayle: Yes.

Michael: Let's go to PayPal shops at the very bottom. Do you see that? You don't even have to log in. If you go to the bottom of the front page, you'll see PayPal shops. Do you see that?

Gayle: PayPal shops, I see Nike Air Force One.

Michael: Are you there?

Gayle: Yes.

Michael: Now, I'm going to explain this so that you can relate it to your ponds so that you will have a better understanding. And then what I want to do is do this with my CD. But I'll give you kind of a little education.

You have these ponds that you have access to. You know what they cost you. What do you pay for these things wholesale—average? Are you doubling your money on Ebay?

Gayle: Not quite. About 75%.

Michael: So, if you buy something for \$100, you sell it for maybe \$175?

Gayle: Right.

Michael: That's fine. And then you have your expense and time in placing the ads and all those things. But what if we found someone on PayPal. Go to the left on the front page. Do you see all the categories? Go to Home and Garden. Click on Home and Garden. These are PayPal stores. These are people who accept PayPal, have chosen to set up a presence. And it gives you free leads. I've done it with my www.hardtofindseminars.com. So some people will

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come to PayPal and search for different items rather than go to Ebay.

Gayle: It's similar to Ebay, the store is.

Michael: Yes, it is. It gives you a direct link to their site or back to Ebay. You know Ebay owns PayPal now.

Gayle: Right.

Michael: Now, also anyone on Ebay most likely accepts PayPal now, too. But for example, let's look at your ponds. Most businesses who sell a product, many of them will sell just one or two products. And they spend all their energy and effort in generating one customer, correct?

Gayle: Right.

Michael: And they never do anything with their customer list. How many times has any business in your local area called you or sent you a thank you letter for coming to do business with them. Or called you and asked you to buy again, right?

Gayle: Very rarely, if that.

Michael: It's just human nature. I do it. Everyone does it because we're all like rats on a treadmill, we want the next new account, the next new business, the next new customer, right?

Gayle: No way. No way.

Michael: No way?

Gayle: I regularly go back through my prior customer and ask, “What do you need? What can I do for you this week?”

Michael: You are three in 100. Would you agree with that?

Gayle: Yes.

Michael: Most people won't.

Gayle: Most people won't do that. Yes.

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Michael: That’s good, because now we’re looking at all these businesses here, even though they are on PayPal, you can bet that some of these businesses never contact their customers again.

Gayle: I would put money on the fact that you are right.

Michael: That’s good for us in the example of your pond. See the numbers right next to these businesses?

Gayle: Yes. What are those?

Michael: See where it says Overstocked.com? You’re in Home and Garden? What’s the first one you see?

Gayle: Overstocked.com.

Michael: Overstocked.com—shop now for clearance prices on your favorite brands like Sony, Krupps, Hewlett Packard, Ralph Lauren, whatever. Let’s not worry about what they sell. Look at this number. This number—36,639. If you click on the number, this PayPal user has a seller reputation of 36,639. This means that 36,639 verified PayPal members have paid this merchant. Now, what does that mean? You have a PayPal account, right?

Gayle: Yes.

Michael: Have you sold a couple of things on PayPal? One thing?

Gayle: Yes. I’ve taken payments through PayPal for writing or design.

Michael: What is nice about PayPal is when someone pays you something you have all their information in a database. So, for instance, this Overstocked.com, we know that they have 36,639 verified customers. This doesn’t even account for the non-verified people who have paid them money. So, you can bet there’s even more than that. You could go into your PayPal account and download your entire history since the time you began in an Excel file; a CVS file. So, what you have is the name of the customer, their email, what they bought, how much they paid, their mailing address, zip code, city; all that. Which is great. So, you have a database of customers. You know for sure this guy has customers and he has a way to contact them.

Gayle: It’s quite a powerful tool.

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Michael: Very powerful.

Gayle: I didn’t know it existed.

Michael: The most important thing you need to know before you contact someone to set up a deal is that they at least kept the names of their customers. This is fool proof because you know they have a list of their customers. They may not even realize that they have this available to them.

Gayle: I didn’t. I didn’t know that I could go in and find this about myself.

Michael: Yes, you can. Now, you can go into PayPal and download your entire history. It will download it into a CVS file and you’ll have a database of everyone you sold to, everyone that has bought from you—all that. Email address and everything because it’s all built within the PayPal and Ebay system.

So, what we’re looking for, in your example, is we’re looking for someone who can maybe send an email out to their customers about your ponds. So, we want to find a match of maybe someone who is selling something similar, someone who is selling something that is non-competing with what you have. But their customers maybe interested in what you have.

Gayle: In the example of the ponds, maybe someone who sells water plants, or Koi fish or something like that.

Michael: That is a good example. So, what you’re going to do is you’re going to go to the web site and they have these links to the web site. For example, Overstocked.com, you can click on that. There is their web site. And there’s a way to contact them.

So, let’s say, for example, I’m looking here and this may even be a good source for you—lanterns for outside. This may be perfect for you. You could call these people and introduce yourself. There’s a couple of ways you could do it, but I think we’ll just probably use the telephone.

You call them up and you want to find out who is in charge of reviewing new products. And this is for your example. And you simply talk to them. They’re human beings, too. These people are in business to sell products. And they’re in business to add and offer new products to their customers. So, for instance, in your example, you could make contact with the person and you can

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introduce yourself and you can say you are the distributor of a pretty incredible pond. You think their customers maybe interested in it. And you are interested in possibly doing a joint venture with them. Present it to them as, “If I can show you how to sell a ton of these things to your customers without you risking anything and without you lifting one finger meaning you won't have to put any effort, you won't have to put up any money. I'll do all the work for you. Would you be interested in doing a deal?” And if they are genuine and they are open and they are intelligent, they'd say why not, right?

Gayle: How are we going to do similarly with yours being that you give away that first CD?

Michael: I'm going to show you.

Gayle: All right. As you're describing my example, I'm trying to see how it relates to yours.

Michael: I can relate it to mine. Let's go back to mine then. We're going to be looking for on PayPal, business services. So, let's go back to the main page on PayPal where the main categories are listed; click on Business Services and Supplies. Let's look at the first example. Bargains Galore.com—they have 32,537. We know they have at least that many customers. That's a good quantity of customers. Now, what I'm willing to do is since I can give my CD away basically for free, if I can get it distributed by these guys and I can educate—their customers are in business, correct? They sell shipping supplies, tape, all kinds of stuff. Would you agree that if we could educate their customers with my CD and it resulted in smarter business and they did business better, that it may have an affect in them buying more tape and packaging supplies for their business?

Gayle: Yes.

Michael: Don't they have an incentive to get their customers to sell more? It's in their best interest if their customers doubled their sales, their shipping supplies would double.

Gayle: Right.

Michael: So, they would have an interest in educating their customers and helping them do better in their business. And what a great thing for

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a company that sells packaging supplies to offer something like that to their customers. I think that’s pretty cool.

Gayle: Yes, actually it is. It’s kind of a good will type of thing for their customers on their part.

Michael: Absolutely a good will. The CD has a value of \$397 and it really is worth that. So, what you’re going to do is you’re going to approach, for instance, Bargains Galore.com. You’re going to introduce yourself. You’re going to say, “I think I have a way that can dramatically increase your business. And if I can show you how to do it and you don’t have to lift a finger and it will make you look like a hero to your customers. And your customers will be thanking you up and down, kissing you and wanting more, would you be interested in listening to me?” And if the business owner is intelligent, why wouldn’t he say yes, right?

Gayle: Right.

Michael: And what you do is you will explain that you are calling from www.hardtfindseminars.com. We train businesses in how to make more money, how to sell more, how to market better, how to think better. And we use a special tool. We use a CD Rom that has over 65 hours of marketing information. We’re willing to get it out to your customers for free. And so, what we want to do is we want him to endorse it to his customer list. And there are a couple of different things. You can explain the CD and we will go over all these details. The CD has a value of \$397. You can send him a link to all the descriptions of the audio content on that Audio Clip page at www.hardtfindseminars.com. There are ten of them that they can listen to right there on the web site. They can download it. The CD is nice because anyone with a computer can hear them without long downloads.

So, the whole idea is let’s get the CD out to customers, businesses that are selling business products and supplies. We’re looking for matches. It has to be a win/win. They’re going to look good because they’re offering something to their customers to help them. It has real value. I’m going to end up getting my name spread out and as a result, sales of my products and services. Do you get the idea?

Gayle: I’m amazed.

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Michael: And what I would want you to do is to spend a few hours trying to set up these relationships.

Gayle: I’m amazed. The process is incredible. The potential is incredible.

Michael: The potential is incredible. It’s simple, but it is not easy.

Gayle: You have taken what they suggest for selling online, which is you educate them first and then you hook them that way and then get them to buy later. You have taken that to the next level and off the Internet. You apply the Internet rules, if you will, to something physical that you can hang on too. And it’s incredible.

Michael: That’s right. And believe me, no one else has anything like this. The time that has gone into putting these audio clips and the CD, it’s been immense.

Gayle: I can imagine.

Michael: But you can look at the testimonials. It’s definitely a product you can feel proud about and that these people will feel lucky to be able to offer to their customers.

Gayle: I think so. Like I said, it’s kind of a good will offering on the vendor’s behalf to give something like that to their customers.

Michael: I have about 6,000 CD’s that I want to get distributed. And this is a new thing for me. I can get the CD’s inexpensively. And I’m willing to invest in the cost of the CD. We want someone qualified. Maybe we can set something up. Let’s say Bargains Galore said they wanted to do it. We say here’s the procedure. Obviously, these CD’s are very expensive and we can’t afford to give one to every single one of your customers.

Gayle: Cut it down a little bit by maybe what they purchase or ...

Michael: That’s an idea. What we would like to do is send out an email to your entire customer list explaining what we have and then those who respond and take the time to fill out a form that I can set up on my web site. The CD will automatically go out. Something like that.

Gayle: I wonder how receptive they’re going to be to us sending that email out?

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Michael: If they’re hesitant about that, which understandably they would be, we will give them the letter. We will write the letter for them and they can send it out and have control over that.

Gayle: That’s what I was thinking. I personally wouldn’t hand over my customer list to someone who I didn’t know, even if I thought the benefits were there. I don’t think I would hand over that list.

Michael: You’re absolutely right. And you can say that until we built up a relationship. If they felt comfortable doing it, we could handle it for them. If they’re not comfortable, absolutely, they could have control over it. If they wanted our assistance in setting up a form, I can do that. Do you see CD at the top? This is a form. Look at the questions on this form. I have people fill this entire thing out to get a free CD.

Gayle: Wow.

Michael: It looks like a lot of work, doesn’t it?

Gayle: Yes, but to get something for free for one—I’m going to read your questions here.

Michael: I make them work for it.

Gayle: It’s good that you get some information on them. That information on your customers is so important. You can go back and do things later and you have all that data. I’ve been preaching that for years. People don’t get any history or any background. Even our little pizza store in town. It drives me nuts every time I call. It would be so simple for them to set up a database.

Michael: Absolutely. Most people don’t do it.

Gayle: They could answer the phone and say what’s your phone number. I give them my phone number and “wa--la” they have my stuff. They know what I usually order. And they know my name and where I live. You have to go through it every time.

Michael: That’s right. And this is another thing we could do. This data is so valuable. It’s all on a database. And I have hundreds of people that have filled out this entire form. They tell me how they like to learn. They tell me who their favorite marketing people are. I get ideas on ways to improve my site, which are invaluable. And we can add this as an enticement. We can show them how we can capture great

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information about their customers through this CD offer. So, not only are we going to educate their customers with our CD— hopefully getting them to do more business and increasing their bottom line and making them look like a hero—we can also, if you choose, show you how to really get some valuable information from your customers through this CD offer.

So, for instance, they email out to their customers a letter that we write for them that offers the CD Rom. But they have to go to this link and fill out the form and it will be shipped out to them. Now, whether they, or I ship it out, we can work that out. Those are just details. But they could have a questionnaire like this related to their business.

Gayle: That’s what I was going to ask.

Michael: We will customize it for them.

Gayle: There we go, okay.

Michael: We can customize it for them. So, we want to show them how this deal will work wonders for them. Do you see? And if they’re open to learning that and you can explain and sell them on these ideas, we could definitely do some great things.

Gayle: Now, do you want to maybe start out with—let me get my PayPal window open here.

Michael: Small ones. Yes.

Gayle: That’s what I was going to ask.

Michael: Absolutely.

Gayle: And maybe some smaller ones first since you’re working with a limited number of CD’s. It probably would be better than to be hit with almost 33,000.

Michael: Unless we can get them to pay for the cost of the CD, which you’re looking at around \$0.50.

Gayle: You’re going to kind of end up back peddling on them because we just offered it for free and then we ...

Michael: Oh, yes, I see what you’re saying.

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Gayle: But maybe if we start with the smaller ones. This may not be a match, but I'm looking at Liquidation.com. They have 520. Maybe a handful of smaller ones to kind of let me get my feet wet.

Michael: Absolutely.

Gayle: And hopefully we'll land the big fish.

Michael: No doubt.

Gayle: I can get my screw-ups over with on the little ones.

Michael: So, the bottom line is get the CD out to a qualified prospect who has raised their hand, who has done something and said yes, I want to learn more. I'm interested. Send me the free CD. That's the bottom line. And we can do that by doing the joint venture with these people. And the bottom line is sales for me down the road.

My stuff is pretty expensive. If you go look at the prices, it ranges anywhere from \$300 and \$600. Is it expensive? If the person is in business, it's not going to be too expensive for them if they have the desire.

Gayle: Right. And, in fact, we want to educate them in how to better their business.

Michael: If it ends up getting in the hands of someone who doesn't have money. That's fine because down the road, I've still educated them. I have people who have listened to every one of those audios on that CD. They've listened to me for 60 hours. Now, if they make some money down the road and they've got some money to invest in stuff, who are they going to call?

Gayle: They're going to call you back.

Michael: Exactly. I mean, you can't even get your husband to listen to you. And I have someone listening to me for nothing for 30, 40, 50 hours. What they're listening to is me selling products to other people. It's all related to selling a product or a service.

Gayle: Have you considered doing an infomercial type?

Michael: No, I don't want to do that. It's like why should we spend any money on advertising in an infomercial and try to generate our own customers when we could use the joint venture and leverage that.

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Think of the time that’s taken for these companies to build customer lists like that.

Gayle: Yes, you’re right.

Michael: We’re totally leveraging off of their efforts. That’s where the power is.

Gayle: You’re right. How did you come up with this idea? I just have to ask. It’s so amazing.

Michael: I study the courses. I can even get caught up doing the things that don’t need to be done. I think I was just sitting there yesterday, just fooling around doing all kinds of unnecessary things. Making some cold calls on some items. And I thought I shouldn’t be spending any of my effort except doing joint ventures because it is the highest form of leverage. You have to admit. If you could do this, why would you do anything any other way?

Gayle: Absolutely. I think about our trucking. The number of cold calls you had to make before you got a hit was just incredible. If we had a 2% response, that was pretty darn good—just sitting down cold calling. It was nasty.

Michael: That’s how it is in a lot of businesses. Now, the thing is, I could do this myself. But I’m like A.D.D. born. I have so many different projects.

Gayle: Are you kidding?

Michael: A.D.D. born?

Gayle: Yes.

Michael: I’m scattered. I have a hard time sometimes sitting still and doing this. I could do, but you’re going to do a much better job than me.

Gayle: Well, I don’t know. I have A.D.D. I really do. It’s okay. I deal with it.

Michael: I don’t know if I technically have.

Gayle: Somebody else that’s got A.D.D. Cool.

Michael: I’m going to be better paying you to do it and getting others to do it for me. So, I’m leveraging again. I could do it but I’d rather pay you

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to do it or someone competent to do it. At \$12.00 an hour to start, let's give it a try. You can learn from me for sure and implement and do your thing. I'm real easy to work with and I love giving free advice. And certainly I'll send you a free CD. And you can use those for your own things. I want someone to try and, hopefully you, to set up some of these things for me.

Gayle: I think that would be great.

Michael: Give it a test. I have 6,000 CD's to get out. I don't think that's going to take long. And if I get those out, I'll see what kind of numbers come back. And then we could move to bigger numbers.

Gayle: And I'm wonder, too, we might want to narrow down our target more depending on how the first round goes.

Michael: Absolutely. We could do that.

Gayle: I'd like to keep track of who I talk to and depending on our offer, maybe find similar ones. I'm sure you will be tracking on your end, too, the responses you get. But it would be nice to know where those responses from within that company, too. And maybe later it means calling say; Bargains Galore or I'm looking at my PayPal list Gatorpacking Shipping Supplies, and saying what if we send this to just the people who have ordered packing tape or whatever; but maybe narrowing it down. It may be tough to do. It means delving into the demographic of their customers.

Michael: I can try and make this process very easy so you don't have to sell this over and over again. I can do an audio recording and put it up on a web page where it explains the whole offer. Do you see? You could make the initial contact, a call representing me, Michael Senoff with www.hardtofindseminars.com. I can write a script for you. And we can work out all those details so we have a system in place.

Gayle: Okay.

Michael: You will keep organized who you call. Do you have one phone line coming in?

Gayle: Yes.

Michael: Do you have voice mail in addition to the phone line?

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Gayle: Yes.

Michael: So, you can keep track. It's just like running any other business.

Gayle: This sound exciting.

Michael: Does it sound good?

Gayle: Yes, it does.

Michael: Do you think you can do it?

Gayle: I think I can.

Michael: I think you can.

Gayle: If I can sell trucking, I can sell ice to an Eskimo.

Michael: I think you have a good phone presence. You sound intelligent, articulate. It's not hard. It's work but it is fun. And you will learn a lot. And you will get confident that you can do this for yourself. And then you'll leave me and I'll have to find someone else. But at least you can help me set it up and organize it. And I can do that. You give me ideas of what we need to do to make it a streamlined process. I can set up audio messages where you can direct them to a link. They can click the play button and hear the offer.

Gayle: Okay. I think I would rather present it.

Michael: That's fine.

Gayle: My approach has always been you don't approach them immediately with the intent to sell something. You approach them as, “Hi, how are you? Let me learn more about your business.” And then as a backend, we talk about ours.

Michael: Obviously, we want to totally leverage. I don't want this to cost me anything but the time I'm paying you. And if we have someone that says they want 500 CD's, I guess to really qualify them and see if they are really interested, we are going to have to cover the cost of the CD. And my cost of that CD is about \$0.50. So, if I sent the CD to them in bulk and if they like this idea, I don't think it's too much to ask for them to cover the cost, the actual cost of the CD. They're able to send out an item that's going to better their customer's

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business life; that has a value of \$397. And it’s only going to cost them \$0.50. What’s your idea about that?

Gayle: I have to think a little bit about my pitch.

Michael: Tell you what; I’ll do 1,000 of them for free. I’ll give you at least 1,000 to send out free.

Gayle: I’d rather start with the harder angle first.

Michael: All right. Start with the harder. If they like the idea and they are gung-ho, they could distribute it on their own. But we have to have some type of control to make sure it’s going out to the right people.

Gayle: I’m looking at Bargains Galore, I’m going to assume that they have customers that come back, repeat customers. That’s pretty normal. What about links to their site for getting a free CD? Their customers from their site would click on your link to get the free CD. You’d get all the background information that you want on the customer. They still get to look like a hero.

Michael: They are referring my free CD, which will get them information on how to do business better.

Gayle: Right. Then you don’t have to plunk down 500 or 1,000 and hope they don’t get stuck in a warehouse somewhere.

Michael: If they fill out all that information, I don’t mind paying for shipping to that lead.

Gayle: It would give you control of the shipping, too. You could do from your place. I guess one of my biggest fears would be that someone is going to say yes, send me 500. They’re going to get the CD’s and stick them in a warehouse.

Michael: That’s right.

Gayle: And they’re going to go nowhere. Then they’re wasted.

Michael: Okay. Then maybe I should keep control of the shipping.

Gayle: I think that’s better. And they still get to look like a hero because they are referring their customer to you.

Michael: That’s true.

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- Gayle: You have control of all the demographics that you’re going to gather.
- Michael: That’s true. See where it says Audio Clips?
- Gayle: Got it.
- Michael: See the opening letter that’s in the yellow?
- Gayle: Yes.
- Michael: When someone puts the CD version in, it has an audio that pops up and says, “Hi, this is Michael Senoff. I want to thank you for checking out my CD ...” If they’re interested in this, I can do a recording with them. Ideally, you will put me in touch with the owner and he can do an intro. I’ll customize that CD with his voice saying, “Hi, thank you for shopping at Bargains Galore.” And we’ll go into something like, “I just found out about this CD from a friend of mine. And I had to make sure that my customers had this because it’s the most incredible thing to help you enhance your business. And even though they’re quite expensive, I wanted to make sure you had one.” So, he can have his own voice on that. I’ll do that for him and make him a master. So, I’ll have the President of Bargains Galore introducing it, telling his customers why they should listen to it and how it will help their business. And we can have a custom letter from that person.
- Gayle: That’s a good idea.
- Michael: So, it will really be customized.
- Gayle: Maybe a sticker on jewel case or something to that effect: compliments of Overstocked.com.
- Michael: Certainly. Sometimes the best way to sell advertising is to put their name on it. It’s the same thing. This can be an option. It’s more of a pain in the butt, but it’s not that big of a deal for me to do. So, the guys got a few thousand customers and he’s willing to put his voice on it, it’s more empowering of a referral to get the customers to listen to it when they hear his voice thanking them for shopping at Bargains Galore. The worst case is they’re not interested and we don’t have to do that. This is just more ammunition to sell them on the idea. Certainly, any CD that goes out will have a thank you letter coming from them. That’s for sure.

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Gayle: Are you managing your own website, too?

Michael: Yes, I do it all, which is nice because it can be done very quickly. Good. I'm glad we've had a chance to talk. Let gel. We'll think about what we've talked about. I'm open. If you want to give it a go, we'll do a contract for ten hours and let's see what we can come up with.

Gayle: That would be great. I would love to.

Michael: Great.

I want to thank you for listening to www.hardtfindseminars.com. If you want to get in touch with any of the people we interview, please contact Michael at www.hardtfindseminars.com by email. You can email Michael@hardtfindseminars.com or you can call (858) 274-7851.

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